

8 January 2018
L 180108 SAV LBM - Local Plan Reps



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Dear Sir or Madam

**DRAFT MERTON LOCAL PLAN 2020
REPRESENTATIONS MADE ON BEHALF OF REEF ESTATES**

CALL FOR SITES: 27-39 HARTFIELD ROAD, WIMBLEDON, LONDON

We write on behalf of our client, Reef Estates, to provide its representations to the draft Merton Local Plan 2020.

Reef Estates has been selected as the development partner acting on behalf of the seven owners of the parade of shops and restaurants at 27-29 Hartfield Road (the 'Site'). The emerging development concept is for a hotel or apart-hotel at upper floors with a flexible commercial use at ground floor.

The Local Planning Authority ('LPA') has provided formal pre-application advice in respect of the proposed redevelopment of the Site which supports the proposed, primary land use.

This correspondence and enclosures provides our client's representations to assist the production of the new Local Plan.

General Comments

The National Planning Policy Framework ('NPPF') requires all Local Plans to be based upon and reflect the presumption in favour of sustainable development, with clear policies that will guide how the presumption should be applied locally.

Local planning authorities should positively seek opportunities to meet the development needs of their area and Local Plans should meet objectively assessed needs with sufficient flexibility to adapt to rapid change. They should be consistent with the principles and policies of the NPPF, and should be aspirational but realistic to address spatial implication of economic, social and environmental dimensions.

As the Local Plan 2020 emerges, it is important that it adheres to the requirements of the NPPF in promoting growth and positive economic development in the Borough.

Call for Sites

The Site comprises seven two storey commercial units that provide approximately 1,100 sq m of floorspace. It is located within the Wimbledon Town Centre boundary, as defined by the Merton Policies Map. It is therefore a 'town centre' site for the purposes of assessing proposals main town centre uses.

Offices and associates throughout the Americas, Europe, Asia Pacific, Africa and the Middle East.

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The Site adjoins an array of commercial land uses including retail, leisure, and offices. This includes the adjacent Edwards pub house, Bills restaurant, Odeon cinema and Morrisons supermarket. Convenient access is provided from the Site to the primary retail frontages via Victoria crescent and the Broadway Piazza.

Directly north-west of the Site is the Pinnacle House office building. Pinnacle House has been the subject of recently completed comprehensive refurbishment and extension works that have created an eight storey office building. Further along Hartfield Road is Wimbledon Bridge House, a significant seven storey office building.

The land directly to the rear (south) of the site is occupied by a light industrial use with residential uses further south.

The Site's exact location is shown on the Plan included at **Appendix 1**.

The Proposed Development

The proposed use for the site is for a hotel / apart-hotel (Class C1) at upper levels with flexible commercial uses at ground floor. The commercial uses at ground floor would be 'main town centre' uses as defined by Annex 2 of the NPPF.

The scale, massing and appearance of the development will be designed specifically to respond to the local built context. The order and hierarchy of the main Hartfield Road elevation would relate to the scale and arrangement of the neighbouring office buildings. The proposal would also include appropriate grading in height to provide a transition between the large scale commercial buildings of Hartfield Road and the lower scale fabric of the predominantly residential streets to the rear.

Reef Estates is proposing redevelopment of the Site in the short term and therefore the allocation should project deliver in the first phase of the Plan period.

Justification for Proposed Allocation

As noted previously, the Site is located within Wimbledon's defined town centre and is a suitable and preferred location for new hotel / apart-hotel and commercial floorspace.

Policy CS6 of Merton Core Strategy explicitly states that the Council will encourage development that attracts visitors to the area all year round, including high quality hotels, conference facilities and cultural activities.

Given its central location, the Site is highly accessible by a range of transportation modes. It benefits from a PTAL rating of 6b (the highest tier available), which demonstrates its excellent transport links and sustainable location. Both the London Plan and Merton Core Strategy encourage the delivery of new commercial development within defined centres that are well served by public transport.

Having specific regard to the proposed use of the Site as a hotel, Paragraph 1.103-1.105 of the Merton Sites and Policies Plan states that:

*'The Borough needs a range of tourist accommodation and facilities to cater for leisure tourism and business visitors to make Merton's tourism and culture sector more viable and sustainable all year-round. Research has emphasised that **there is a need for high quality hotels with conference facilities in Merton, particularly in Wimbledon Town Centre** to support business visitors as well as to provide space for more local functions if needed.*

*In determining the location of hotel, hostel, guest house and B&B facilities, **good public transport services to central London and to other Merton tourist attractions are an important factor.**' (Our Emphasis)*

It follows that the Site is an entirely appropriate location to meet some of the identified need for new tourist and visitor accommodation. Such a development would support other commercial operations within the town centre



and enhance its overall vitality and viability in accordance with the strategic objectives of the Core Strategy and NPPF.

The formal pre-application advice provided by the LPA confirms that the proposed use of the site within Class C1 is acceptable.

We look forward to discussing the specific details of the proposal and how this could be reflected in a site specific allocation in the emerging Local Plan.

Summary and Conclusion

We trust that these formal representations will be afforded the appropriate weight by the LPA and assist in the formulation of the emerging Merton Local Plan 2020.

Reef Estates would request that the land at 27 – 39 Hartfield Road is identified as an appropriate site for a hotel / apart-hotel within Class C1.

A completed Call for Sites survey form has also been completed and is included with this correspondence.

We would be grateful if you can keep us updated of any further stages of consultation so we can provide comments as may be required.

Should you require any clarification or additional information, please do not hesitate to contact Raymond Tutty or Tim Price at these offices.

Yours faithfully

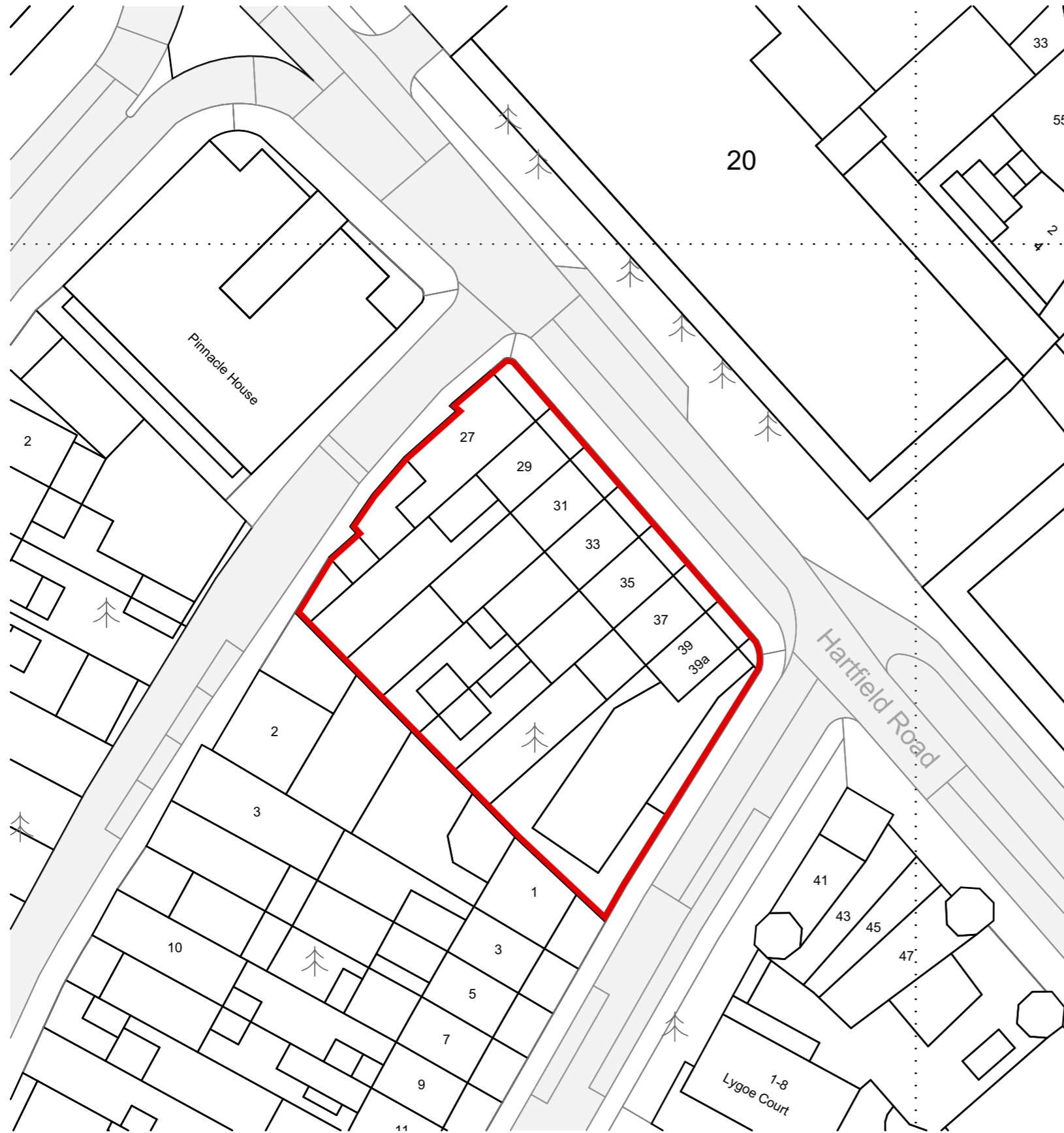
A handwritten signature in cursive script that reads "Savills".

Savills (UK) Limited
Retail Planning

cc. W Rohleder- Reef Estates

Encs Appendix 1 – Site Location Plan

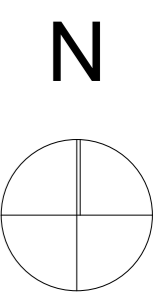
Appendix 1 – Site Location Plan



SCALE 1:500 @ A3



SCALE 1:1250 @ A3



HOTEL - SITE LOCATION PLAN

Call for Sites Survey

As part of Merton's new Local Plan, we are asking residents, community groups, landowners, developers and anyone who has an interest in Merton to suggest potential sites for redevelopment, reuse, or protection.

We would like to know where you think new homes, shops, offices, schools, health centres and other facilities are needed in Merton over the next 15 years.

We won't publish anyone's personal details but we will ask for your contact details in case we need to find out more information about what you are proposing.

If you would prefer not to use SurveyMonkey to tell us about your proposal, please see our website www.merton.gov.uk/localplan which will give a PDF of this questionnaire that you can email to future.merton@merton.gov.uk or post to Future Merton, Merton Civic Centre, London Road, Morden, SM4 5DX.

At the end of the questionnaire there will be an opportunity to upload additional documents to provide us with more information.

1. Please provide the following:

Site address:

Postcode:

2. Please upload a site location plan

(Please attach any documents to your response)

*3. What is the site area (hectares)?

*4. What is the current use of this site (please let us know what it was last used for if the site is now vacant)?

***5. Please tell us your suggested use(s)**

Hotel/apart-hotel and cafe / restaurants

6. Relevant planning history (please tick all that are relevant for your site)

- Pre-application advice
- Planning application submitted
- Planning application decision received
- Appeal
- None/not relevant
- Not known

7. Please use the box below to tell us more about any relevant planning history.

Please see covering letter for more information.

The questions below are optional but will help us assess the site's potential.

Top of Form

8. Are there any factors which might help or hinder this site coming forward as you propose? Please tick all that apply.

- Land in other ownership; site must be bought before development can take place
- Current use needs to be relocated

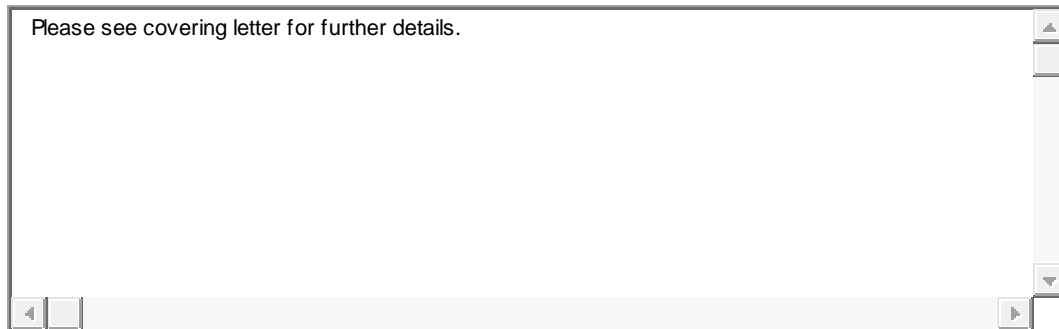
- Physical constraints (e.g. access, trees, other)
- Issues with viability (e.g. lending availability, contamination and other financial implications)
- Restrictive covenant exists
- Please use the box below to tell us more (optional)

Our client has been selected as the development partner acting on behalf of the seven owners of the site.
Please see covering letter for further details.

9. What is the level of developer interest?

- There is a landowner/developer who wants to build the site
- The landowner wants this to happen but is yet to appoint a developer
- I do not know
- This is not relevant
- Please use the box below to tell us more (optional)

Please see covering letter for further details.

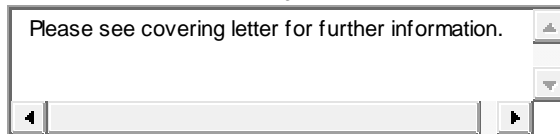


10. Please indicate the approximate timescale for availability

- 0-5 years: short term (up to 2023)
- 6-10 years: medium term (up to 2028)
- 10-15 years: long term (up to 2033)

11. Please tell us any other relevant information

Please see covering letter for further information.



Bottom of Form

We won't publish anyone's personal details but we will ask for your contact details in case we need to find out more information about what you are proposing. We will not use any of the personal information that you provide for anything other than contacting you about planning for the future of Merton.

Unfortunately we won't be able to accept anonymous submissions.

Top of Form

***12. What are your details?**

Name

Address

Address 2

City/Town

Postal Code

Country

Email Address tprice@savills.com; rtutty@savills.com

Phone Number 020 7409 8025

***13. I am the/a...**

- Owner of (all or part of) the site
- Land agent
- Developer
- Registered social landlord
- Planning consultant
- Community group

***14. Are submitting a representation on behalf of someone else?**

Yes

No

***15. Please insert the name, address and contact details of the site owners**

Site owner name

Company (If applicable)

Address

Address 2

City/Town

Postal Code

Country

Email Address

Phone Number

16. What is your client's address

Your clients name

Company (If applicable)

Address

Address 2

City/Town

Postal Code

Country

Email Address

Phone Number

***17. Does the site owner(s) support your proposal(s) for the site?**

Yes

No

18. How did you hear about this consultation? Please select one or more

Email

Letter

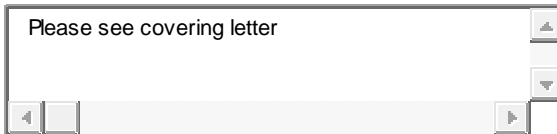
Website

Newspaper

Other (please specify)

19. Please tell us if you have any other comments.

Please see covering letter



20. Please upload any additional documents that you think are relevant.
(Please attach any documents to your response)

Thank you for taking part in this survey.

Your responses will help shape the future of your borough.

For future information and future updates on the New Local Plan

www.merton.gov.uk/newlocalplan